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Rioja Paired docuseries wins top tourism award at London Wine Fair

Series praised for innovative storytelling and global impact as Rioja celebrates 100 years as Spain’s first Denomination of Origin

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The British publication The Drinks Business has awarded the docuseries “Rioja Paired” with the prize for Best Contribution to Wine and Spirits Tourism at its annual awards ceremony in London. The event took place during the London Wine Fair, one of the most important gatherings for the international wine industry. This recognition comes as Rioja celebrates the 100th anniversary of its establishment as Spain’s first Denomination of Origin.

“Rioja Paired” was released just six months ago and has already made a significant impact. The four-episode series goes beyond traditional wine promotion by offering a comprehensive look at the Rioja region. It explores not only its wines but also its landscapes, gastronomy, history, architecture, and people. The series is narrated by chef and journalist Marti Buckley, whose storytelling has been praised for connecting emotionally with viewers and capturing the essence of Rioja as a leading destination for wine tourism.

The jury from The Drinks Business highlighted that “Rioja Paired” stands out in a market where most wine campaigns focus solely on the product. Instead, this series presents an authentic way of life, inviting viewers to experience Rioja through multiple senses. The campaign’s success is reflected in its digital reach: since its launch between September and October last year, it has surpassed 30 million digital impressions and achieved a 44% engagement rate on social media platforms. The series has also been widely distributed through YouTube, international media outlets, and travel channels such as American Airlines.

The award recognizes not only the creative approach of “Rioja Paired” but also its effectiveness in promoting Rioja as a top-tier destination for wine tourism on a global scale. According to the jury, this campaign marks a turning point in how wine regions communicate their identity and attract visitors.

This international honor adds to a year of celebrations for Rioja, which continues to seek new ways to engage travelers and wine enthusiasts worldwide. As the region marks its centenary, initiatives like “Rioja Paired” are helping to shape the future of wine tourism by blending culture, cuisine, architecture, and natural beauty into a single experience.